

**x Low Tar Cigarettes [Snack]**

**1. Page Title:**

Low Tar Cigarettes

**2. Anchor Links (if applicable)**

**3. Primary Page Content**

***Low-Tar Cigarettes: [Snack]***

**Philip Morris does not imply in its marketing, and smokers should not assume, that lower-yielding brands are “safe,” or are “safer” than full-flavor brands.**

Health warnings are required on *all* of our brands, irrespective of their tar and nicotine yields. The FTC has recently stated that “...if consumers are concerned about the health effects of smoking cigarettes they should stop smoking...Simply put, there is no such thing as a safe smoke.” The Commission also reiterates that “[t]he National Cancer Institute and the U.S. Food and Drug Administration stated in comments that new data suggests that the limited health benefits, previously believed to be associated with lower tar and nicotine cigarettes, may not exist.”

For a detailed discussion and information about low-tar and nicotine cigarettes, please click here: [\[Link to Low-Tar Cigarettes “Meal”\]](#)

**4. Featured Content Area**

**5. Internal Links**

**6. External Links**